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UNH Students Vie For Holloway Prize May 12, 2010

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DURHAM, N.H. – University of New Hampshire students from across campus will compete in the Whittemore School of Business and Economics Paul J. Holloway Prize Innovation-to-Market competition -- the oldest business plan competition in the state and one of the first in the nation – Wednesday, May 12, 2010.

Now in its 22st year, the Paul J. Holloway Championship Round will be held from 1 to 4:30 p.m. in the Squamscott Room of Holloway Commons on the Durham campus. A reception and awards ceremony will follow. The championship round is free and open to the public. Reserve your seat at wsbe.unh.edu/HollowayCommons.

The competition is designed to stimulate entrepreneurship throughout the campus. Open to all university system graduate and undergraduate students who have a proposal for bringing an innovative product or service to market, the competition helps students gain first-hand experience in commercializing new products and services, and provides access to faculty advisors and industry experts. The competition awards \$26,500 in prize money.

Six teams will compete in this year's championship round. They are:

Living Waters, Inc.

Living Waters, Inc. is the first software development firm for engineers preparing permit applications for construction sites using Low Impact Development (LID) technologies who are frustrated by the lack of tools and guidelines needed for preparing their applications.

Students: Iulia Barbu, Ph.D. candidate, civil engineering, and Keith Teeter, MBA '11.

Faculty Advisor: Juan Florin, visiting associate professor of management.

Starching, Inc.

Starching, Inc. manufactures a fully-biodegradable plastic that can be molded into most consumer products. As a starting point, Starching will be developing packing "peanuts" to be used for delivery services.

Students: Ming Cao, Ph.D. candidate in materials science, John Driscoll master's in economics candidate, and Matthew Ryan Smith, MBA '10.

Faculty Advisor: Juan Florin, visiting associate professor of management.

Luna Organics

Luna Organics was founded with the aim of providing high quality, safe play items for children. Luna has developed a line of all natural kids' play makeup and face paint made with nontoxic, hypoallergenic materials.

Student: Timothy Allison, MBA candidate.

Faculty Advisor: Juan Florin, visiting associate professor of management.

Green Fire Recovery

Green Fire Recovery will work closely with municipal landfills and landscapers to redirect yard waste to become a source of heat, helping not only with emptying landfills, but also with providing a sustainable source of heating.

Student: Kasey Child, WSBE '10.

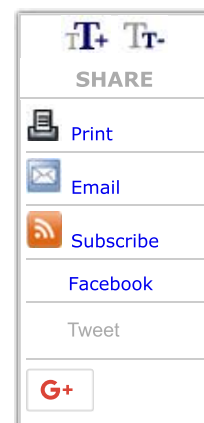
Faculty Advisor: Devkamal Dutta, assistant professor of strategic management and entrepreneurship.

Hocopoco

Hocopoco is an Internet-based application that will allow users to have a one-on-one conversation via webcam with a randomized partner around the world.

Student: Mark Bedard, WSBE '11.

Faculty Advisor: M. Billur Akdeniz, assistant professor of marketing.



PROXIMITY Devices

PROXIMITY Devices is in the business of selling peace of mind to men and women who fear forgetting their accessories such as wallet, watch, keys and phone in the morning rush. By using this device that issues customizable voice prompts, customers are reminded to collect specific items.

Student: Jay Janardhan, MBA candidate.

Faculty Advisor: Juan Florin, visiting associate professor of management.

Established in 1988 by Holloway's family, the business plan competition honors the business leader's entrepreneurial spirit by stimulating and recognizing outstanding business plans. Holloway began his career in the automotive industry and, starting in 1967, shaped a multi-franchise dealership emphasizing customer service and satisfaction. Holloway then extended his business skills to the development and management of eldercare facilities.

The 2010 Holloway Prize Competition judges are Patricia Bannan, managing director, Atlantic Trust; George Donovan, president and CEO, Profile Metal Forming; Dr. Argeris ("Jerry") Karabelas, partner, Care Capital; Joanne Lamprey, president and principal owner of Lamprey Brothers; Paul J. McKeon Jr., president, BID2WIN; and George McQuilken, director, IAM Technologies, Inc.

More information on the 22st Paul J. Holloway Prize Competition is available at <http://wsbe.unh.edu/holloway>.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling more than 12,200 undergraduate and 2,200 graduate students.

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